

# JOB DESCRIPTION

<b>Job Title</b>	<b>Campaign Content Manager</b>		
<b>Reports to</b>	<b>Director, Brand and Creative</b>		
<b>Department</b>	<b>Marketing and Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>3</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

The Marketing and Communications department is responsible for developing and delivering the School's marketing and communications strategy through a combination of corporate communications, brand, content and campaign management.

## Job Purpose

The Campaign Content Manager will be passionate about managing complex project schedules, digital content and social media.

The role will be responsible for leading and managing the coordination of all content activity related to priority campaigns (3 per year). This will involve working very closely with business partners collaboratively in mapping out content ideas, scheduling and following through the status of design, copy, printed materials, infographics, video, podcasts and all other relevant assets in order to ensure they are produced, approved and scheduled for distribution in accordance with the content calendar.

The Campaign Content Manager will own the Project Schedule and ensure they are connected closely to the social media team, so the content calendar and social media calendars work in tandem. They will be assigning responsibilities across the wider Project team and work efficiently and with charm to make things happen and to keep the campaigns on track.

The role will also effectively be leading the delivery of assets in a vibrant calendar of inspiring and original content for our digital channels and you'll play a key part in engaging with stakeholders in order to access all the inputs needed to create the right assets for the campaign.

The Campaign Content Manager will need to be digitally-savvy, thrive on building relationships and are excited by the idea of coordinating dynamic campaigns on a regular basis.

A key part of this role will be working with the media and social media teams to ensure they know what assets they will be required to upload/post and monitor and coordinate with the web/analytics team the performance and evaluation of all campaign activities.

The Campaign Content Manager will work into the Head of Content but you will be expected to work with drive and autonomy in ensuring all content assets for the priority campaigns are being developed, will be completed on time, have been scheduled and go live.

## **Key Areas of accountability and Key Performance Indicators (KPIs)**

### **Key areas of accountability:**

#### **Project/Campaign Management**

- Plan and deliver a range of projects/campaigns, and/or contribute to more complex projects/campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

#### **Analysis and Reporting**

- Work with the Social Media and Media teams on monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
- Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School's reputation.
- Liaise across the team to prepare reports to inform review, planning and decision-making.

#### **Product/Technical Knowledge**

- Must have a high proficiency level in using content management tools, Excel and campaign project planning skills.
- Monitor the development of new techniques, technology and trends in own area and use insights to suggest new ways of working to support innovation in content.
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## **Collaboration**

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand.

## **Financial Management**

- Monitor and review financial activity for own area of specialism to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

## **Process Improvement**

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

## **KPIs:**

- Super organised and expert project management skills (Excel)
- Able to take a project from beginning to end in an effective and timely manner
- Ownership for consolidating all projects, ensuring projects are in time and moving at pace
- Have excellent attention to detail – you will be responsible for ensuring all assets have been through a quality control process: Brand governance, proofing, consistency
- Understand and have experience with the production process (you will be working directly with in-house designers, photographers, writers, editors and other freelancers).
- Be a pro in writing briefs for assets eg. Landing Page requirements, Instagram stories, image/quotes for social media
- A strong communicator – you will need to be able to keep people up to speed, on-track and feedback progress on the Project at all stages
- Focused on delivery and be able to charm people into doing what you need of them
- Production of high-quality brand content.
- Contribution to the overall success of brand initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Improvements to processes and procedures in own area of specialism.

**Knowledge/Qualifications/Skills/Experience required**

- Bachelor's degree or equivalent experience.
- Project management
- Working with a diverse and complex stakeholder management group
- Excel, other workflow management systems
- Campaign management experience
- Digitally savvy

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	